

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicants: Kamfu WONG ET AL.

U.S. Serial No.: 10/585,225

Filing Date: June 30, 2006

Title: METHOD AND SYSTEM FOR  
PERSONALIZED AND LOCALIZED  
TV AD DELIVERY

Examiner: Aklil M. Tesfaye

Art Unit: 2423

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**RESPONSE UNDER 37 C.F.R. 1.111**

Sir:

In response to the Office Action mailed August 17, 2011, please consider the following  
claim amendments and remarks:

**The Claim listing** begins on page 2.

**Comments** begin on page 10.